

THE
**FUTURE
OF
AMERICA'S
NATIONAL
PARKS**

First Annual
Centennial Strategy for

Ebey's Landing National Historical Reserve

August 2007

CENTENNIAL INITIATIVE



Site: EBLA

Year: 2007

Vision Statement

Ebey's Landing National Historical Reserve is America's first historical reserve. It was established to preserve and protect a rural community which provides an unbroken and vivid historical record of Pacific Northwest history, from 19th century exploration and settlement to the present time. Ebey's Landing is cooperatively managed by a Trust Board representing town, county, state and federal interests. Through the Centennial Initiative, Ebey's Landing will strengthen its role as a national and international model for cultural landscape preservation.

The historical landscape of Ebey's Landing appears much as it did a century ago. Historic homes, pastoral farmsteads, and commercial buildings are still within their original farm, forest or marine settings. Within the fast-growing Puget Sound region, Ebey's Landing has quickly become the only remaining area where a broad spectrum of Northwest history is still clearly visible and intact within a large-scale and partially protected landscape. Because Ebey's Landing is a short drive from the Seattle-Tacoma Metropolitan area, it is a popular destination for a diversity of educational and recreational activities.

The Centennial vision for Ebey's Landing is to serve as a model for sustainable development that respects a community's need to adapt to new challenges while protecting a nationally significant historical resource. With eighty percent of the land within Ebey's Landing privately held, our partners understand the challenges of protecting what is timeless, while accommodating change.

Through the Centennial Initiative, Ebey's Landing will purchase conservation easements to protect 750 acres of historic working farmland and open space for farming, recreational and educational activities. Ebey's Landing will provide a series of programs to raise public awareness of and support for the unique qualities that define the rural character of the Reserve and its national significance, and will establish the first annual Ebey's Landing Summit featuring cultural and heritage tourism based programming. The gathering will immerse visitors in an outdoor, cultural and natural environment that is rich in Pacific Northwest history and scenic rural quality. The program will include exhibits, a lecture series, historic preservation workshops, walking and bike tours; easement, design and sustainability workshops; a community literary and art exposition; and premiere of a "Celebrating Rural Character" DVD produced by the Coupeville High School English class.

Ebey's Landing continues to expand its partnership network into the community. Ebey's Landing is working with Whidbey Camano Land Trust, Town of Coupeville, Island County, Washington State University Extension, Coupeville Historic Waterfront Association, Island County Historical Society, Central Whidbey Chamber of Commerce, Whidbey Conservation District, Au Sable Institute, Coupeville Art Center, Coupeville Lions Club, Washington State Parks and Recreation, and the Coupeville School District, among others, on the programming outlined.

Ebey's Landing is often referred to as an experiment within the National Park Service. In order to secure the promise of Ebey's Landing and the future health of our National Parks, we must continue to create opportunities that sustain and invest in our nation's deeply held stewardship values. This is no longer an experiment, it's an initiative.

Park/ Superintendent/ Program Manager

Mark Preiss

Site: EBLA

STEWARDSHIP

☒ Provide inspiring, safe, and accessible places for people to enjoy - the standard to which all other park systems aspire.

☒ Other Park/ Program performance goal(s)

Visitors will be immersed in an outdoor, cultural and natural environment that is rich in Pacific Northwest history and scenic and rural quality. Provide a safe and unique visitor experience. Complete Reserve-wide hiking trails system with partners, including ADA access to contact stations. Expand interpretive opportunities for visitors. Complete Visitor Survey to insure visitor's expectations are met and exceeded.

☒ The work described currently is supported by OFS and/ or PMIS

Site: EBLA

STEWARDSHIP

☒ **Improve the condition of park resources and assets.**

☒ **Rehabilitate high-priority historic buildings to good condition, and help communities to preserve their history through programs like Preserve America.**

Preserve and interpret the Jacob Ebey House and Blockhouse as exterior exhibit and visitor contact station, with ADA access restrooms.
Stabilize and restore Ferry House as exterior exhibit, as a key part of the hiking trails corridor and for educational and research activities.
Establish Ebey's Landing visitor center, and community preservation workshop in historic building located in Coupeville or in historic farm setting, leveraging Save America's Treasures and other funding opps.

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☒ **Restore native habitats by controlling invasive species and reintroducing key plant and animal species.**

Continue to work with Island County Noxious Weed Board, State Parks, Island County and Town of Coupeville on invasive species control and identification.
Continue to seek funding to conduct baseline research and field study on key plant and animal species as part of natural resource protection plan.
Conduct baseline hydrological study of Ebey's Prairie.
Conduct baseline vegetation study for Ebey's Landing.
Continue to work with North Puget Sound Prairie Working Group on native prairie restoration efforts.

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☒ **Improve high-priority assets to acceptable condition, as measured by the Facility Condition Index.**

Maintain park visitor and historic buildings in excellent condition.
Complete Ebey's Landing system-wide trail system connecting trails to Town and County systems.

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☒ **Improve the natural resources in parks, as measured by the vital signs developed under the Natural Resource Challenge.**

Work in partnership to protect and restore wetlands and pursue partnership opportunities to protect the shoreline environment.
Work with local farmers and Island County and Town of Coupeville staff to help protect aquifer and surface waters within Ebey's Landing.
Complete hydrologic assessment of significant landscape features including Crockett Lake, Ebey's Prairie and Smith Prairie aquifer recharge area.
Complete functioning condition assessment of Crockett Lake.
Encourage partners to develop and implement a Penn Cove water quality plan.

Site: EBLA

STEWARDSHIP

☒ Improve the condition of park resources and assets.

☒ The work described currently is supported by OFS and/ or PMIS

☒ Complete all cultural resource inventories for designated priority resources.

Fully implement update to land protection plan.
Update cultural resource and natural resource inventories as outlined in 2007 General Management Plan.
Continue to support and work with Island County and Town of Coupeville to update and strengthen design guidelines, zoning, and permitting authorities to enhance existing historic preservation efforts and to promote compatible new construction and infill development in the Reserve.

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Site: EBLA

STEWARDSHIP

☒ Set the standard of excellence in urban park landscape design and maintenance.

☒ Other Park/ Program performance goal(s)

Establish Sustainable Development and Sustainable Agriculture Models for Ebey's Landing.
Work with Town of Coupeville to complete update to Historic Preservation Plan and Design Review Guidelines.
Review and revise Island County's Historic Review Committee's process and guidelines for Ebey's Landing.
Ensure consistent review process across jurisdictions to protect cultural landscape of Ebey's Landing.
Participate in Main Street program with Historic Waterfront Association in Coupeville.
Participate in project review issues facing Ebey's Landing (town and county).

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Site: EBLA

STEWARDSHIP

☒ **Assure that no compelling chapter in the American heritage experience remains untold and that strategically important landscapes are acquired, as authorized by Congress.**

☒ **Other Park/ Program performance goal(s)**

With our partners, continue to purchase development rights on key historic landscapes and historic properties in Ebey's Landing.
Focus land protection efforts on eight intact areas within Ebey's Landing that possess significant values critical to sustaining the rural character of the landscape. The land protection efforts will continue to focus on high scenic, natural and cultural values.

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Site: EBLA

STEWARDSHIP

☒ **Serve as the Preeminent resource laboratory by applying excellence in science and scholarship to understand and respond to environmental changes.**

☒ **Other Park/ Program performance goal(s)**

Demonstrate and empower leadership and innovation in sustainable development throughout Ebey's Landing by working with Au Sable Institute, Conservation District and other partners committed to scientific reserach and field study. Engage in partner efforts to protect and restore the nationally significant natural resources of Ebey's Landing.
Complete first phase of Surface Water Project with Town of Coupeville, based on scientific analysis and field study.

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Site: EBLA

STEWARDSHIP

☒ Encourage children to be future conservationists.

☒ Other Park/ Program performance goal(s)

Engage Coupeville School District teachers and students in planning annual Ebey's Landing Summit, a series of programs for local citizens and for cultural tourists. Activities include: DVD production, literary exposition, art show, docent walking tours, and Ebey's Landing School District curriculum.
Deliver high quality education programs for all children.
Develop student docent program for walking and interpretive tours with School District.

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Site: EBLA

ENVIRONMENT

☒ Reduce environmental impacts of park operations.

☒ Reduce the environmental impacts of park operations on air and water quality.

Preservation of historic farms, open space and historic buildings sustains the conservation heritage of Ebey's Landing.
Conven community forums to address conservation and environmental issues, including utilizing storm water runoff, treated effluent, for agricultural uses, including organic farming, diversification of crops.
Develop Ebey's Landing Brand for locally produced farm products--reduces environmental footprint and impacts to air and water quality.
Protecting open space significantly protects air and water quality from development.

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Site: EBLA

ENVIRONMENT

☒ Inspire an environmental conscience in Americans.

☒ Establish programs to showcase exemplary environmental practices and increase visitor awareness of how the practices apply to their daily lives, as measured by surveys.

Establish Ebey's Landing historic preservation program that supports sustainable development, including green building, organic and locally produced goods, and natural and cultural resource protection.
Establish annual Ebey's Landing Summit to showcase environmental opportunities that can be used locally, nationally.
Feature historic conservation practices as part of our historic preservation activities and interpretation program.

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☒ Demonstrate environmental excellence through increased use of alternative energy and fuels at every park.

Investigate wind and solar power opportunities, building on initial solar panel project with Au Sable Institute and other partners.
Build upon historic conservation ethic by highlighting historic conservation efforts and by restoring some of these efforts back into the park's daily activities.

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☒ Serve as a model for energy efficiency, under Executive Order 13423, by ensuring Leadership in Energy and Environmental Design (LEED) standards.

Establish Ebey's Landing Sustainable Development model based on LEED standards -- for all partners including Town of Coupeville, Island County.

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Site: EBLA

ENVIRONMENT

☒ Engage partners, communities, and visitors in shared environmental stewardship.

☒ Other Park/ Program performance goal(s)

Establish partnership with key local stakeholders to establish sustainable development vision for Ebey's Landing.
Inspire public trust by providing sound stewardship of Ebey's Landing assets, people and resources.

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Site: EBLA

RECREATION

☒ Encourage collaboration among and assist park and recreation systems at every level-federal, regional, state, local-to help build an outdoor recreation network accessible to all Americans.

☒ Rehabilitate over 2,000 miles of trails within or connected to national parks, including trails accessible to those with disabilities.

Complete and expand the network of hiking, bicycle and horse trails through Ebey's Landing to link existing and proposed waysides and activity areas, including other Whidbey Island Trails.

Acquire necessary trail easements to complete trails system.

Develop a water trail along Ebey's Landing linking to existing Whidbey Island, Puget Sound and Washington State marine trails.

Expand bicycling tour.

Establish annual Trails Day festival.

☒ The work described currently is supported by OFS and/ or PMIS

☒ Other Park/ Program performance goal(s)

Offer variety of coordinated recreational activities through partners of Trust Board.

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Site: EBLA

RECREATION

☒ Establish "volun-tourism" excursions to national parks for volunteers to help achieve natural and cultural resource protection goals.

☒ Other Park/ Program performance goal(s)

Foster full range of recreational opportunities in Ebey's Landing featuring hiking, biking, nature walks, guided tours, kayaking, horse trail riding, fishing, and other outdoor pursuits.

Establish annual Trails Day based on European model.

☐ The work described currently is supported by OFS and/ or PMIS

Site: EBLA

RECREATION

☒ Expand partnerships with schools and boys and girls associations to show how national park experiences can improve children's lives.

☒ Other Park/ Program performance goal(s)

Foster ongoing joint programming opportunities with Coupeville School District for local learning opportunities, and for development of interpretive outreach to visiting children.

☒ The work described currently is supported by OFS and/ or PMIS

Site: EBLA

RECREATION

☒ Focus national, regional, and local tourism efforts to reach diverse audiences and young people and to attract visitors to lesser-known parks.

☒ Increase visitation by 25 percent at lesser-known parks through a national tourism effort aimed at helping people to discover the breadth of parks and experiences.

Work with our local partners and State Department of Tourism to support a national tourism effort that features our cultural resource based parks. Develop cultural and agri-tourism programming that supports sustainable economic development -- compatible to protecting the cultural and natural resources of Ebey's Landing. Feature sustainable development model in selected Parks for national tourism initiative. Develop compelling online materials for education, outreach and marketing purposes.

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☒ Increase the number of visitors that attend ranger-facilitated programs such as campfire talks, hikes, and school programs.

Work with our State Parks partners to expand on this effort. Work with the State Arts Council and Humanities Council to establish interpretive programs across Ebey's Landing. Develop diversity of programs based on sound visitor survey data, and other trend and marketing data.

☒ The work described currently is supported by OFS and/ or PMIS

Site: EBLA

EDUCATION

☒ Cooperate with educators to provide curriculum materials, high-quality programs, and park-based and online learning.

☒ Other Park/ Program performance goal(s)

Working with local teachers/students develop full series of education-based activities for visitors and local community.
Activities include a student produced DVD "Celebrating Our Rural Character" which will premiere at Ebey's Landing 30th anniversary event in 2008.
Participate in Parks as Classroom program.
Work with partners including Seattle Pacific University, Au Sable Institute, Audubon Society, The Nature Conservancy, Whidbey Camano Land Trust education staff to hold field schools and other educational and interpretative programming relating to the history and ecology of Ebey's Landing.

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Site: EBLA

EDUCATION

☒ Introduce young people and their families to national parks by using exciting media and technology.

☒ Increase the number of web hits through the introduction of advanced, interactive features that attract young people to national parks.

Develop online programming with local school district and other partners to engage young people to Ebey's Landing.

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Site: EBLA

EDUCATION

☒ Promote life-long learning to connect generations through park experiences.

☒ Enroll an additional two million children in the Junior Ranger program.

Establish Junior Ranger program for Ebey's Landing

☐ The work described currently is supported by OFS and/ or PMIS

Site: EBLA

EDUCATION

☒ Impart to every American a sense of their citizen ownership of their national parks.

☒ Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.

Establish visitor center/contact station for Ebey's Landing in historic facility located in Coupeville or other appropriate historic property.
Implement Interpretation Plan for Ebey's Landing
Deliver updated Ebey's Landing park brochure.
Establish Ebey's Landing preservation field school for restoration of private historic properties. A collaboration of historic preservation experts, local craftsmen, suppliers, property owners, and tourists. Every year a new project will be selected, labor donated through field school participants, which will include community members and visitors. A new kind of Barn Raising -- hands on workshops that foster a culture of stewardship.
Working with real estate companies, develop new materials for Ebey's Landing residents and potential residents about what it means to live in a unit of the National Park System. Brochure will encourage residents to become life-long stewards of Ebey's Landing, in addition to easement background, farming practices, sensitive construction, and other related items.

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Site: EBLA

PROFESSIONALISM

☒ **Be one of the top 10 places to work in America.**

☒ **Meet 100 percent of diversity recruitment goals by employing people who reflect the face of America.**

Recruit, develop and retain a diverse workforce that represents the demographics of the Pacific Northwest and Whidbey Island.

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☒ **Attain the highest employee satisfaction rate of all federal agencies, as measured by Office of Personnel Management surveys.**

Ensure employee safety and health.
Employee lost time is maintained at or below the previous 5-year annual average.

☐ The work described currently is supported by OFS and/ or PMIS

☒ **Other Park/ Program performance goal(s)**

Continue to foster a culture of collaboration and partnership to achieve mutual goals.
Expand our network of partnerships by building the Trust Board's capacity and effectiveness.

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Site: EBLA

PROFESSIONALISM

☒ **Use strategic planning to promote management excellence.**

☒ **Establish a structured professional development curriculum to provide park managers with the skills to apply best business practices and superior leadership.**

Follow and implement the Preferred Alternative Recommendations in the approved General Management Plan for Ebey's Landing.
Participate in appropriate professional development activities and workshops internally and through other leadership development opportunities.
Maintain current best management practices.

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Site: EBLA

PROFESSIONALISM

☒ Promote a safety and health culture for all employees and visitors.

☒ Reduce the number of employee lost-time incidents and serious visitor injuries by 20 percent.

Ensure employee safety and wellness.

☐ The work described currently is supported by OFS and/ or PMIS

Site: EBLA

PROFESSIONALISM

☒ Model what it means to work in partnership.

☒ Other Park/ Program performance goal(s)

Empower, convene and facilitate an organizational culture built on trust and collaboration to achieve our mutual goals.
Cultivate a culture of stewardship to protect America's treasures for future generations.

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Site: EBLA

PROFESSIONALISM

☒ **Make national parks the first choice in philanthropic giving among those concerned about environmental, cultural, and recreational values.**

☒ **Improve communications and marketing capacity to increase public understanding of our mission, opportunities, and benefits.**

Work collaboratively with our partners including the Central Whidbey Chamber of Commerce, the Historic Waterfront Association and the Main Street Program, the Department of Tourism, State Arts Council and Humanities Council and other tourism and cultural and heritage based organizations and agencies to promote and raise awareness of Ebey's Landing as a destination cultural landscape experience. Further, as a unique part of the National Park System, a living landscape, a rural community charged with protecting our nation's heritage, while accomodating change. Ebey's Landing is poised to become a leader in sustainable development in the face of increasing urbanization of the Northwest corridor.

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☒ **Other Park/ Program performance goal(s)**

Continue to work with local landowners and historic property owners in securing conservaton easements, purchased and donated, to protect the rural character of Ebey's Landing.
Form Friends of Ebey's Landing as recommended in General Management Plan

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